

Excellence in Recycling Awarded 2015



Outreach and Education Awards

- An informed and supportive Public is the key to increasing recycling.

Institution Category

Central Michigan University

Central Michigan University (CMU) is recognized for excellence in Outreach and Education and receives the Institution Category Outreach and Education Award for their dedication to increasing awareness and promoting recycling throughout their campus. The CMU recycling department maintains numerous recycling containers, conducts orientation outreach events, participates in national competitions and does giveaways to promote awareness and participation. These actions all demonstrate CMU's commitment to educate and reach their student body on the importance of recycling. CMU is also recognized for their reported recycling rate of 31 percent.

<https://www.cmich.edu/ess/ResLife/Pages/Sustainability.aspx>



NPO Category

Zero Waste Detroit

Zero Waste Detroit (ZWD) is recognized for their outstanding efforts in the city of Detroit. ZWD's advocacy work since 2007 helped encourage a solid waste management system that aims to capture the value of the waste stream, and helped establish a pilot curbside program in the city of Detroit from 2009-2014. Throughout the pilot, ZWD provided education and outreach in the participating communities of over 30,000 homes. Detroit now has curbside recycling available citywide and ZWD is working with Detroit's DPW on a coordinated education and outreach campaign to reach Detroit's over 200,000 households. For these reasons, ZWD Detroit receives the NPO Category Award for Outreach and Education.

<http://www.zerowastedetroit.org/>



Business Category

General Motors Company

General Motors Company (GM) is awarded the Business Category Outreach and Education Award for their overarching vision to reimagine waste, viewing it as simply a resource out of place, and their commitment to share this vision. For the past 5 years, GM implemented projects to repurpose over 600 Chevy Volt battery covers into wildlife nesting boxes, and over 1,200 shipping crates into raised urban garden beds. Through these projects, GM works with students, Boy Scouts and Girl Scouts, and community based youth organizations, as well as their own employees, to communicate their vision and educate thousands of people on the importance of reuse and recycling.

http://www.gm.com/vision/waste_reduction.html



Government Category

The city of Lansing, Capitol Area Recycling and Trash

The city of Lansing, Capitol Area Recycling and Trash (CART), is awarded the Outreach and Education Award for the variety of excellent mechanisms used to reach the residential, institutional and commercial communities in the city of Lansing. CART utilizes feature videos that are shown on City TV, brief web videos, a comprehensive website and Facebook page, bi-annual newsletters, direct mailings, and press conferences to educate and introduce changes to the recycling program. CART maintains a presence at local events, reaches out to institutions by offering free curbside recycling to all public, charter, and private schools in the city of Lansing, and also offers free assemblies to students, teachers and staff. CART education and outreach programs are impacting 36,000 households, over 110 businesses and 30 schools.

<http://www.lansingmi.gov/CART>



City of Grand Rapids- Public Services Department

Special Recognition goes to the city of Grand Rapids- Public Services Department, for excellence in education and outreach for the incentive program developed by the city of Grand Rapids referred to as My GR City Points (Mygrcitypoints). Recycling customers and volunteers for certain public service projects can earn points that can be redeemed at participating local businesses for products and services.

<http://grcity.us/public-services/Recycling-and-Refuse/Pages/default.aspx>



Southwest Michigan Solid Waste Consortium

The Southwest Michigan Solid Waste Consortium gets recognition for excellence in education and outreach for their regional planning and collaboration, which has prioritized recycling outreach and education availability in an entire region of Michigan (including counties that may otherwise lack funding to do so). The 7 county group has a 4 member Technical Advisory Committee (TAC) that assembled bags filled with common recycled-content items and distributed these to member county residents “caught” recycling.

<http://www.swmswc.com/>

